

**METHOD OF ATTACHING HOLOGRAM FILMS TO PRINTED  
MATTER**

**ABSTRACT OF THE DISCLOSURE**

A substrate, a layer of UV curable ink and a transparent layer of film, which has holographic images embossed on it. Patterns are printed on the substrate using a UV curable ink in its uncured state. When a hologram film is laminated to the substrate containing the UV curable inked pattern and exposed to UV light, the portion of the hologram film in contact with the UV curable ink adheres to the substrate as part of the curing process. The remaining part of the holographic film is peeled off from the substrate.

60057070 v1